



**Positive impact
on the community**



We maintain an open dialogue with our communities and aim to spread a culture of social solidarity in which everyone can become an agent of change

We collaborate with the third sector and support innovation and social integration to support sustainable and inclusive growth for the community. In designing our activities to support the community we carefully assess the impact on the territory, taking into consideration the needs and social problems

of the contexts in which we operate, to build shared value. Sisal aims to spread a **culture of solidarity** internally, in all the countries in which it operates, involving first and foremost the corporate population so that each person can be an agent of change, providing their time, skills and personal sensitivity.

Main steps forward in 2023

Hours of corporate voluntary work

+78%

(vs 2022)

(page 127)

Employees involved in the WeDo programme

+57%

(vs 2022)

(page 132)

€ 886,200

allocated to activities with an impact on the community
(+38% vs 2022)

(page 132)

10,298

lives improved in 2022- 2023

(page 127)

79 voluntary work projects

active in 2023

(page 132)

1,249 hours

devoted to voluntary work

(page 127)

Our objectives

  	Target value	Year	Progress in 2023	
Number of lives improved since 2022*	30,000	2024	10,298	
Hours of corporate voluntary work in the period 2022-2025	2,500	2025	1,949	
Sisal Group employees engaged in corporate voluntary work in the period 2022-2025*	1,000	2025	589	

* Aggregate data for 2022 and 2023.



Target achieved



Progress in line with target



New Target



Sisal also contributes to the “Do More” pillar of Flutter’s Positive Impact Plan which reflects the Group’s commitment to “giving back something to the community in which we live, work and play”.

The Group’s goal is to improve the lives of **10 million people by 2030**.

Sisal’s contribution

10,298
Lives improved
(since 2022)

1,249
Hours of voluntary work
(since 2023)

Do More: Goal

Improve the lives of
10 m
people by 2030

Sustain community growth and wellbeing

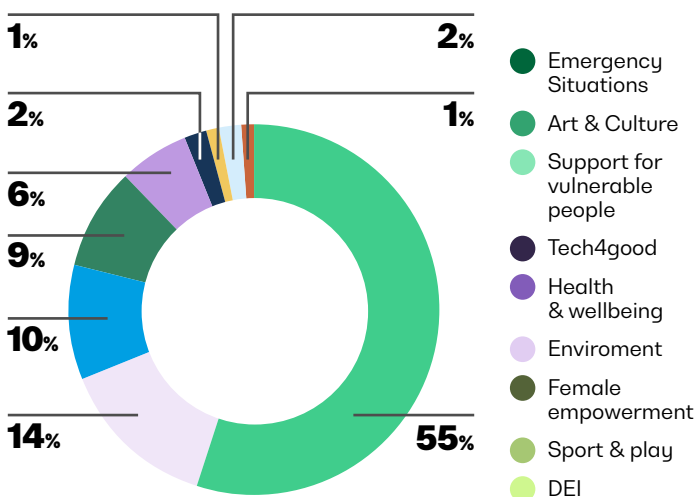
Our positive impact strategy addresses two main areas: **Social Innovation**, through long-term projects to sustain and valorise the startup ecosystem and relative enterprise and technology skills, and **Corporate Solidarity**, to develop powerful projects and relations in support of good causes and to help in emergency situations in partnership with associations and non-profit organisations³⁸.

This is not only a “giving back” system but also a way for Sisal to stay connected to the communities in which it operates and build relations with the outside world by investing in inclusive growth and collective wellbeing. The two areas of impact are perfectly aligned with the Do More pillar of Flutter’s Positive Impact Plan and so make an effective and synergic contribution to Group strategy.

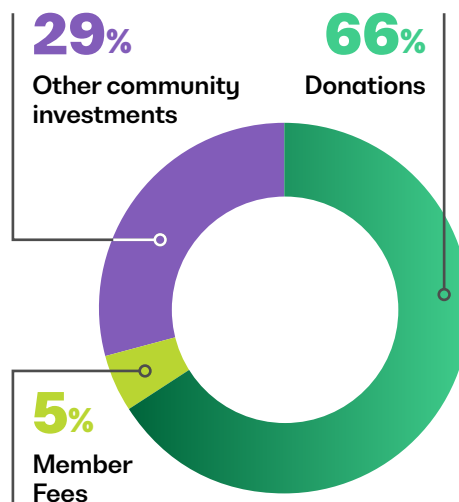
Do More - Generating shared value for communities

Sport & play	Health & wellbeing	Tech4good
<i>Corporate Solidarity</i>		<i>Social Innovation</i>
<ul style="list-style-type: none"> Solidarity marathon 	<ul style="list-style-type: none"> WeWorld, COOPI, Fondazione Libellula Donations Fundraising 	<ul style="list-style-type: none"> GoBeyond Collaborations with startups with a social and environmental impact (Gamindo, Develhope, ReLearn)
Colleague engagement		Emergency Relief
<ul style="list-style-type: none"> 4 work hours a month to devote to voluntary work 		Support to: <ul style="list-style-type: none"> Emilia Romagna Türkiye

Community investments by area



Community investments by type



38 Associations and organisations receiving donations undergo rigorous ethical and legal screening.

Social Innovation

Social Innovation is a strategic resource for Sisal, a source of social transformation and an engine of change. We make every effort to provide practical, constructive answers to economic and social problems and aim to **contribute to the development of society in innovative ways**.

GoBeyond Startup



In 2023, we decided to collaborate with ReLearn to monitor waste produced in our offices, reduce our environmental impact and foster sustainability culture among employees. Thanks to the Nando product, a plug-and-play sensor installed on standard waste bins, ReLearn collects accurate data to analyse waste production and sorting quality. These measurements enable the startup and the customer to produce more detailed sustainability reports and raise awareness in their communities. We then launched a pilot project with sensors installed in the sites with the most people: the Milan headquarters and the ground floor of the Rome office.



We worked with Gamindo during the Sustainability Month launched by Sisal in 2023. We then devised a Daily Quiz on sustainability to raise awareness and engage our people in an amusing game designed to generate value for communities: Sisal made a donation for every correct answer given by a colleague. Over 430 colleagues in Italy, Albania, Türkiye and Morocco took part in the quiz and the over 5,000 correct answers contributed to a €15,000 donation to COOPI, an organisation that helps vulnerable communities recover from emergencies and work towards long-term development.



At the end of 2023, we identified a design synergy in the social innovation area with Develhope. In April 2024, we launched a partnership that will enable Sisal to positively impact the lives of over 1,000 people by sponsoring introductory training courses and awarding 20 scholarships to develop new tech skills (covering the full cost of the course) for students prevalently in southern Italy.

“Ingenio al femminile” degree thesis award



The “Ingenio al femminile” degree thesis awards are promoted by the National Council of Engineers to acclaim engineering theses by female graduates. We decided to act as the Awards’ ambassador to endorse the talent of the graduates involved and promote the entry of women in technical and digital areas. The theme of the third edition of the Awards was “Engineering for People”: engineering in support of the “5Ps” named by the United Nations as drivers of sustainable development: *People, Peace, Prosperity, Partnership, Planet*. 286 theses were submitted and examined by the scientific committee in order to choose three graduates to receive funding to continue their research work.

Positive Impact Plan - Tech4Good Award



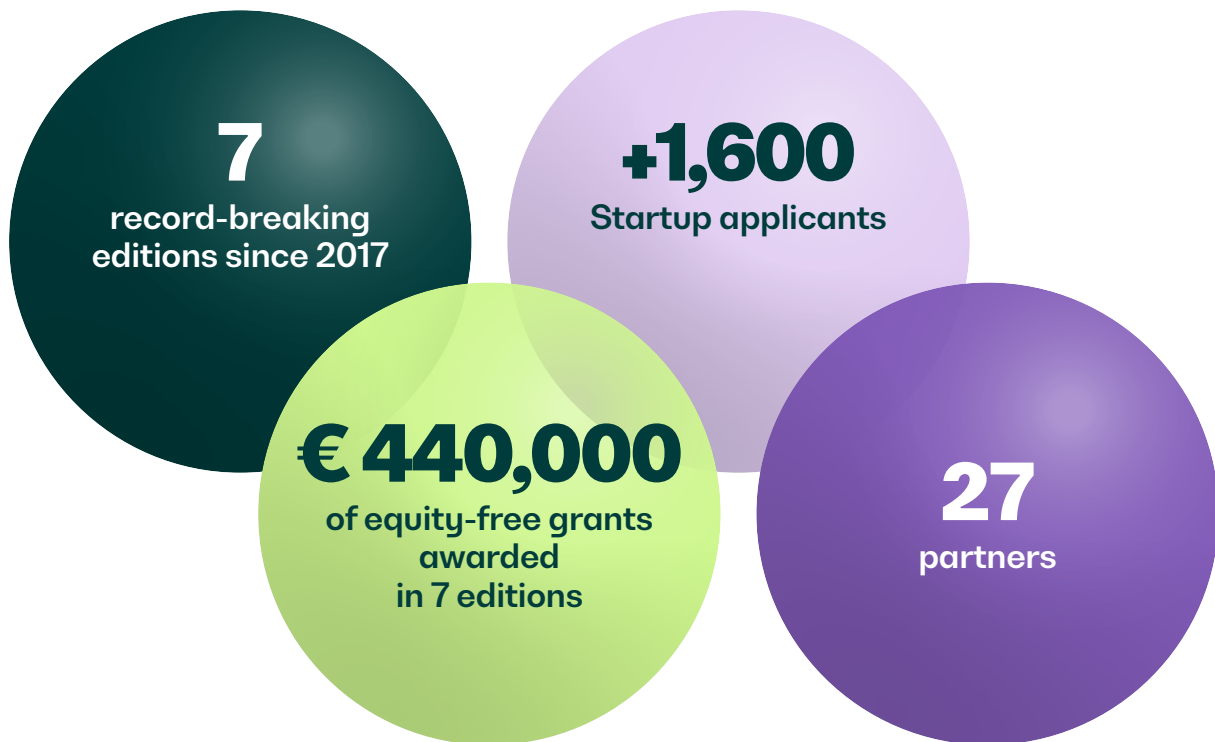
In July 2023, Flutter launched the first “Tech4Good Award” in collaboration with Alpha Hub, the platform connecting startups to the Flutter world. The aim of the award is to support startups that use technology to tackle major social challenges and for the good of the community. Sisal supported the programme by sharing the experience it’s gained in seven editions of its GoBeyond Call for ideas and offered six selected startups a workshop on the tools needed to assess and measure the impact of their technologies.

GoBeyond: the responsible innovation platform

GoBeyond èis the responsible innovation platform created by Sisal to support the ecosystem of start-ups and anyone who has a socially and environmentally useful business idea.

Originally a contest for start-ups launched in 2017, GoBeyond is now a **programme organised around three strategic pillars: Call for Ideas, Academy and Community.**

» Call for ideas » Academy » Community



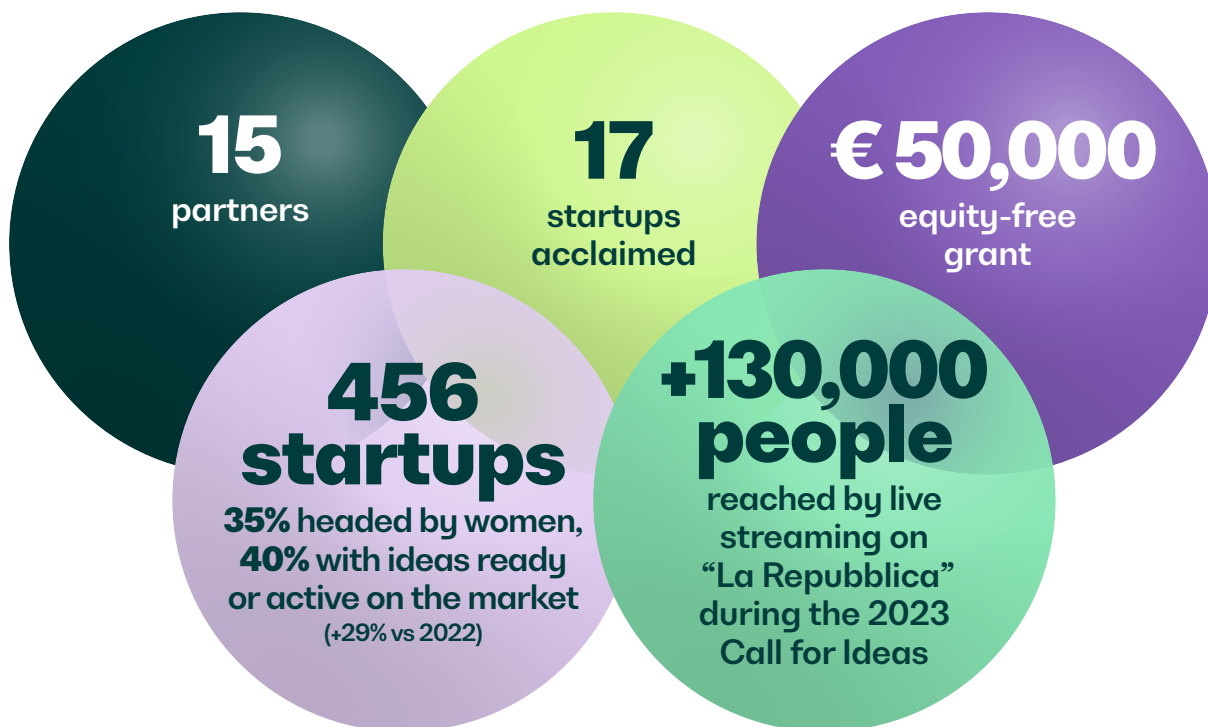
The seventh **Call for Ideas**, held in 2023, involved a record of **over 450 startups** (up 29% on 2022) that operate in high social impact sectors like healthcare, ICT, clean technology, food & beverage, fashion, education and lifestyle. Of these startups, **35% were headed by women**, which is well above the national average, and **40% were offering a product/service already active** or in any case ready to be brought to market.

17 startups were acclaimed in this **record-breaking edition**. The 2023 award was won by **MgShell**, a startup whose product is designed to revolutionise the therapeutic approach in ophthalmology: a biodegradable intraocular device that releases a

drug capable of replicating current clinical practice without recourse to surgery, increasing patient compliance and cutting healthcare costs. For the first time, there was also a special award for concept-only startups (enterprises not yet incorporated and without a tested product or service). Here, three startups won free access to the Startup Builder, Startup Geeks' online incubator.

The **GoBeyond Academy** carried forward its training work by providing **three free-of-charge workshops** for learning and applying skills required in the generation, development and implementation of a business idea with social/environmental impact **71 participants** (39% of whom took part

GoBeyond 2023 in numbers



in more than one workshop) were able to deepen their knowledge of design-thinking, business model canvas and public speaking methods to accelerate their projects. Lastly, through our **Community**, we inspire the GoBeyonders of the future and create content and events to give start-ups the visibility they need to network and grow. We organised **three events** to involve and connect partners, startappers and Sisal’s Innovation Community on

relevant topics such as generative Artificial Intelligence, failure as an engine of innovation and life-work balancing for a startupper. At GoBeyond’s **first community event** we worked with Regusto, an innovative startup finalist in the 2022 Call for Ideas, to recover surplus food and reduce the event’s environmental impact, with the following results: 4,000 equivalent meals, 2,000 kg of CO₂e avoided, 4,000 sqm water saved and 6,000 sqm of land saved.

GoBeyond Academy & Community 2023



Corporate Solidarity

Sisal is constantly investing in Corporate Solidarity projects and initiatives to **build valuable relations with the community** in which it operates and **promote inclusive growth and collective wellbeing**. We work for social and environmental causes or to provide support in emergencies through voluntary work projects, donations and fundraising initiatives, partnerships with associations and non-profit organisations. In 2023, Sisal allocated **€886,200 to projects and initiatives to support the community**.

WeDo: corporate solidarity programme

2023 saw a significant increase in the number of employees involved in the WeDo programme and in the hours devoted to voluntary work: a significant success for this Sisal project, an employee initiative that helps generate social impact on the territory.

WeDo is our corporate solidarity programme, an idea launched in 2018 to enable our people to dedicate working hours to voluntary work, channelling their desire to help others and feel socially useful. A project fully in line with an approach that has always marked us out, that of **building social responsibility into our corporate culture**, in the interests of real sustainability. Over the years, WeDo has become an increasingly complex programme structured to identify and satisfy the needs of the communities around us. This is thanks to the **creation of an extensive network of locally active non-profit organisations and the direct involvement of our people** to support projects by the many associations working for the good of the country, thus strengthening their sense of corporate allegiance and belonging to the community more in general. The **three pillars** of the WeDo programme are:

- **Corporate voluntary work**, both individual and group.
- **Support for local communities**.
- **Economic support** through donations and fundraising.

€ 886,200
invested
in community support

WeDo portal in numbers: Italy in 2023



The programme is based on our colleagues being able to use **up to 4 working hours a month** to do voluntary work using the **company platform WeDo**, a user-friendly mobile portal that connects them to associations that decide to join our network. The portal provides details of the initiatives supported by Sisal, group voluntary work being carried out by colleagues in other functions, donations and fundraising in progress, and updating on what's happening in the world of solidarity, including the flagging of associations or causes to support. There was a strong focus in 2023 on organising group activities to attract an increasing number of colleagues to the world of non-profit and voluntary work. Under WeDo, the Group's foreign operations too have promoted voluntary work and other solidarity/charity initiatives in their countries. This is a practical way to ensure that all the teams are an active part of their communities and to bring them together virtually to provide real help at local level.

Associations supported in 2023

Comunità Oklahoma

A non-profit working for minors going through periods of fragility or serious family problems by providing hospitality and educational courses leading to social reintegration.

Playmore! Ssd

A non-profit sports organisation that promotes activities for everyone, and especially people in fragile conditions, fostering healthy and constructive co-operation between participants through the promotion of sport, health and integration.

Susan G. Komen Italia

A voluntary work organisation in the front line of the battle against breast cancer, it supports research, prevention and the promotion of women's health protection.

Rise Against Hunger Italia

A non-profit fighting hunger through the distribution of food and other forms of humanitarian aid to populations in grave need.

Plastic Free Odv Onlus

A voluntary work organisation with a mission to inform and raise the awareness of as many people as possible on the hazards of plastics pollution. It organises clean-ups and other events in Italy, as well as activities in schools and local communities.

L'Arte nel Cuore Onlus

A non-profit supporting the integration of young people with disabilities by enabling them to express their artistic capabilities in courses that help them develop their potential.

Fondazione Cesvi Onlus

A non-profit operating worldwide to support the most vulnerable populations, it works for sustainable development through the promotion of human rights, health and wellbeing and the creation of conditions that enable people to realize their aspirations.

WeWorld Onlus

An NGO working for the environment and the fundamental rights of all human beings (especially women and children) by fighting poverty, violence and injustice and promoting sustainable development courses focusing on the environment.

WorldRise Onlus

A non-profit organisation that fights for effective conservation of Italy's seas by facilitating positive change that reconnects people to the sea, creates awareness of the importance of oceans and organises collective commitment to safeguarding them.

Coopi – Cooperazione Internazionale

A humanitarian organisation whose aim is to interrupt the cycle of poverty and help people stricken by wars, socio-economic crises or natural disasters to recover and achieve long-term development.

Voluntary work initiatives in 2023

Milano Relay Marathon

In partnership with:
PlayMore! e
Comunità Oklahoma

Over 70 colleagues took part in the 2023 Milano Relay Marathon, a non-competitive event to raise funds for non-profit associations participating in the event's Charity Programme.

Our colleagues were also individually active on the Rete Del Dono portal and raised over €1,700, which was added to the donation Sisal made to the event's two non-profit partners, PlayMore! and Comunità Oklahoma.



72
Sisal participants

18
teams

Over € 9,000
raised and donated

Race for the Cure Roma

In partnership with:
Susan G. Komen Italia

A group of Rome colleagues took part in Race for the Cure, a big event in the battle against breast cancer in Rome, at Circo Massimo, under the patronage of the President of the Republic.

The aim was to focus public opinion on the importance of prevention and raise funds to support research, prevention and aid projects.

Our colleagues' participation in the traditional and exciting 5 km race through the streets of central Rome was also made possible by Sisal's contribution to the association that organised the event, Komen Italia.



36
Sisal participants

5 km
distance

€ 1,000
donated

Food ration packaging

In partnership with:
Rise Against Hunger Italia

Over 100 colleagues worked in teams to prepare thousands of food rations consisting of five simple ingredients: rice, soy beans, dehydrated vegetables, vitamins and mineral salts.

Allocated to the Zimbabwe Literacy Programme, the rations were distributed to students in schools to help combat malnutrition and encourage attendance. This particular intervention supported 200 children for a whole academic year.



102
Sisal participants

42,000
food rations prepared

200 children
supported for a whole
academic year

€ 22,500
donated

Clean Up in Rome

In partnership with:
Plastic Free

Around 80 colleagues in our Rome office took part in a clean-up and waste collection initiative to help the redevelopment of an area in the city's Caffarella Park. Thanks to their efforts, over 600 kg of waste, mostly plastic and glass, was collected. All the waste collected was properly sorted and disposed of in collaboration with Ama, Rome's municipal environment corporation.



79
Sisal participants

600 kg
of waste collected

€ 9,200
donated

Tree planting in Tirana

Tirana National Park

A group of 16 colleagues from our Digital Hub in Albania worked together to plant 40 trees in Tirana National Park. This activity not only contributed to local reforestation but also helped raise colleagues' awareness of climate change issues and what we can do to tackle them.

16
Sisal participants

40 trees
planted

32 hours
to complete the activity

€ 1,500
donated

Sustainable technologies and green coding

Tumo Digital Center, Tirana

A number of colleagues in the Albanian hub shared their coding skills with young people in the Tumo Digital Centre in Tirana. A day was dedicated to sustainable use of digital tools to stimulate the curiosity of the new generations about STEM subjects and new digital professions and provide guidance on their studies and future careers.

4
Sisal participants

1 day
dedicated to STEM training for the new generations

Clean Up in Istanbul

Istanbul,
Sile beach

A group of colleagues at Sisal Şans took part in a clean-up event at Sile beach in Istanbul, organised by our partner Demiroren, along with employees from other companies in the Turkish group. 450 kg of waste was collected in this 2-hour voluntary work activity.

14
Sisal participants

450 kg
of waste collected

Sisal donations in 2023

Ukraine Cold Emergency

Supporting:
CESVI

Support for CESVI's Ukraine Cold Emergency project, which offers urgent aid to over 20,000 people in winter by ensuring access to Heating Points (warm, safe and decent shelters) during the coldest months in Bucha, Ukraine. Fixed and mobile shelters were set up near schools in collaboration with local government to guarantee warmth, food, toilets and shelter in the event of missile attacks.

Sisal's contribution guaranteed food and basic necessities for around 2,400 people for two months in three facilities.



about 2,400 people

received food and basic necessities for two months in three structures

Solidarity Quiz with Gamindo

Supporting
Coopi

During Sustainability Month, colleagues in all countries were involved in a solidarity quiz: for every correct answer, Sisal made a donation to Coopi – Cooperazione Internazionale to support a project for the psycho-social and economic re-integration of 33 single mother victims of the war in Democratic Republic of Congo. The aim was to improve the living conditions of adolescent mothers and their children born of rape with physical, psychological and material aid, helping these victims and their families overcome the harm suffered, lead a decent life and take part in the reconciliation and consolidation of peace in their communities



33 single mother victims of the war

in Democratic Republic of Congo have completed a process of psycho-social and economic re-integration

Helpline

Supporting
WeWorld

Sisal entered a partnership with WeWorld and activated a helpline for women in situations of adversity. Through this initial contact, a psychologist can take charge of calls for help and advise women according to their needs.



21

phone contacts

8 women

registered with the WeWorld support programme

Inclusion through acting

Supporting:
Associazione Arte nel Cuore

In 2023, Sisal continued to support Associazione Arte nel Cuore and their acting course for young people with and without disabilities. This aims to improve their quality of life through art – a universal language without barriers – and promote their inclusion in society and the labour market through artistic training.



200 young people
supported in their training course

“No Plastic More Fun”

Supporting:
WorldRise

Sisal Wincity’s Milan point of sale joined the collective project “No Plastic More Fun” led by Worldrise, having demonstrated its possession of the required sustainability quality standards. The point of sale joined a network of locations committed to not using single-use plastic in favour of more sustainable solutions, such as re-usable materials or compostable tableware. This decision consolidates our strategy in fact, since the point of sale has for some time preferred the use of glass, aluminium and compostable or recyclable materials.



Plastic Free
Sisal Wincity’s Milan point of sale

Support in emergency situations

Earthquake in Türkiye

Sisal Sans (Türkiye) raised and donated €367,000 to meet accommodation requirements in south-east Türkiye after the earthquake. 90 container homes were built and delivered to AFAD (Disaster and Emergency Agency, Ministry of the Interior). A further €165,000 was provided to support retailers affected by the earthquake.

Flooding in Emilia-Romagna

Following approval of Legislative Decree 61, dated 1 June 2023 (“Flood Decree”), Sisal introduced a fourth additional weekly SuperEnalotto draw, the proceeds of which were donated entirely to managing the emergency. The funds were earmarked partly for the refurbishment of socially useful buildings and partly for associations operating in the area hit by the flooding.